Serving the Farm and Industrial Equipment Industry Since 1886

Implement & Tractor

FARM EQUIPMENT SHOWS, CONVENTIONS, MEETINGS

Complete listings start on page 34

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Implement & Tractor

The Business Magazine of the Farm and Industrial Equipment Industry

in this issue...

10: **More Dealers Bidding for Short Supply of Available People.** Some dealers are turning to employment firms that specialize in farm equipment dealership employees to locate qualified, experienced personnel.

16: **Looking Into New Technologies.** Farm & Industrial Equipment Institute marketing executives took a look at hydroponics, alternate fuels, the application of agricultural technology to world needs and electronic instrumentation in today's farm equipment at the recent Marketing & Management conference held in Springfield, Ill.

22: **Diagnosing Service Problems With Ultrasonics?** Use of ultrasonic detectors is said to be widespread in the trucking and automotive maintenance industry, but few people in the farm equipment industry seem to be familiar with them.

28: **More Ideas From Other Dealers.** McPherson, Kan., dealer Aubrey McNally solicited ideas from other dealers on features for his new facility (I&T June 7). Part 2 is a pictorial presentation of some of those features.

34: **Conventions, Meetings, Shows, 1981-82.** I&T presents its annual listings of dealer association conventions, farm machinery shows in North America and overseas, professional association gatherings and state and regional fairs.

On the cover... Dealers and farmers view the newest farm machinery at the Iowa Power Farming Show held last February in Des Moines' Veterans Memorial Auditorium.

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what's ahead...

I&T SINCE 1886

July 15, 1981

YOU ONLY NEED ONE HAND TO COUNT THE PLUSES in the May flash report from the Farm & Industrial Equipment Institute. Combine sales were nearly 26 per cent above the May 1980 mark; baler sales were 18.5 per cent ahead, and mower-conditioners had nearly a 14 per cent jump. Combine and baler sales for the first five months were 5.8 and 5.6 per cent ahead of 1980 figures. The flash report:

	Unit Retail Sales					
	May			January-May		
	1981	1980	Pct. Change	1981	1980	Pct. Change
Farm Wheel Tractors:						
2-wheel drive						
40-100 HP	4,890	5,535	-11.7	22,124	23,936	- 7.6
Over 100 HP	3,155	3,348	- 5.8	17,134	20,037	-14.5
Total 2-wheel dr.	8,045	8,883	- 9.4	39,258	43,973	-10.7
4-wheel drive	679	734	- 7.5	4,089	4,241	- 3.6
Total Tractors	8,724	9,617	- 9.3	43,347	48,214	-10.1
Combines (S-P)	1,175	933	+25.9	5,914	5,589	+ 5.8
Balers*	1,236	1,043	+18.5	3,374	3,195	+ 5.6
Forage Harvesters**	399	486	-17.9	1,390	2,006	-30.7
Mower-Conditioners	1,967	1,728	+13.8	4,911	4,966	- 1.1

*Bales under 200 lbs. **Shear-bar type.

IF THE DOLLAR IS GAINING STRENGTH AGAINST OTHER CURRENCIES, then farm equipment exports should be hurt and imports should be helped, right? Wrong, at least according to U.S. Commerce Dept. data for the first quarter of 1981. First quarter exports were $726.3 million, an increase of almost 19 per cent. First quarter imports were $396 million, a decline of one-third.

Sales to Canada were up 26 per cent for the quarter to $348 million; they were also up 26 per cent to Mexico--$56 million. (And sales to Nicaragua--believed to be a conduit for farm equipment going to Cuba--was up substantially, too!) Sales to Australia, another big customer, were up 5 per cent at $40 million.

Imports dropped sharply from Canada (off 40 per cent to $167 million), from Japan (down 25 per cent to $52 million), the United Kingdom (down 37 per cent to $45 million) and West Germany (down 38 per cent to $42 million).

Farm tractor parts are a major commodity in both export and import areas. Exports for the first 1981 quarter went up 6 per cent to $179 million; imports declined 38 per cent to $81 million.

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